Alabama State Department of Education

Request for Proposal (RFP)
RFP # ALSDE2013-02

Department of Education
Child Nutrition

Note: FAXED OR E-MAILED APPLICATIONS WILL NOT BE ACCEPTED

Inquiries related to this RFP are to be addressed to:
June Barrett, Program Coordinator
Alabama Department of Education
50 N. Ripley Street, Room 5301
Montgomery, AL 36104
Telephone 334-242-1988
Email: jbarrett@alsde.edu

Deadline:
An original signature is required on the proposal. Clearly mark on the outside of the envelope,
RFP# ALSDE2013-02
The proposal must be received in the office of Child Nutrition, School Programs no later than 5:00 p.m., on November 9, 2012.

Proposal Public Opening:
November 13, 2012
9:00 A.M.
Gordon Persons Building, Room 5163
50 N. Ripley St.
Montgomery, AL 36104
# Request for Proposal (RFP)

**RFP # ALSDE 2013-02**  
**Child Nutrition Programs**

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1.01 Purpose and Background

Purpose

The purpose of the RFP is to solicit competitive, sealed proposals to establish a contract for the development, coordination, and delivery of a web-based training program for Child Nutrition Program (CNP) Managers, Cashiers, and Directors for the Alabama Department of Education Child Nutrition Programs.

The Alabama State Department of Education (ALSDE) seeks to contract with a vendor to develop meal pattern and cashier web based training modules on HHFKA 2010 for Child Nutrition Staff starting December 10, 2012 and ending on April 15, 2013. ALSDE is not committed to entering into any contract as a result of this RFP. All responses to this RFP become the property of ALSDE and will not be returned to the vendor once opened. Responses become public documents upon submission. ALSDE’s decision to award a contract will depend upon the appropriateness of vendor responses to the requirements outlined herein, the demonstration of product, and to economic considerations. The contract will be awarded to the prospective responsible vendor who meets the specifications herein, exhibits an established history of providing these services in a satisfactory manner, and proposes to provide the specified services at the lowest responsible price. The ALSDE has appointed a manager, who will oversee all aspects of the review and selection of a winning vendor. Members of the ALSDE will review and evaluate all response received under this RFP, select finalists for possible presentations or “best and final” requests, and make recommendations for the final winning vendor. ALSDE will assume responsibility for all contractual negotiations upon selection of the winning vendor, and will become the counter-party on the contract with the successful vendor. Total budget proposal shall not exceed $100,000. Proposals above $100,000 will not be considered.

Background

In 2010, Alabama was awarded the 2010 Administrative Review and Training (ART) Grant Method II. This grant is intended to improve the program integrity and administrative accuracy in the National School Lunch Program (NSLP); it will provide additional support for the implementation of innovative training, monitoring, and technology for school foodservice authorities (SFAs), public and private schools, and Residential Child Care Institutions (RCCI’s).

The HHFKA of 2010 was signed into law by the President on December 13, 2010. This historic legislation marked the most comprehensive changes to the school nutrition environment in more than a generation. The last update to school meal standards was over 15 years ago. The HHFKA required USDA to update school meal nutrition
standards to reflect the most current dietary science. This change was implemented to assist in combating childhood obesity as well as childhood hunger. For many children, a school meal is the only source of nutritious food that they get on a daily basis. In SY 2012, the Child Nutrition Program served 131,929,904 nutritionally balanced, low cost breakfast and lunch meals to students in Alabama.

The final rule published on January 26, 2012 introduced the new meal pattern. The new lunch meal pattern was made effective July 1, 2012 for implementation school year (SY) 2013. With the exception of the new milk requirement, changes to the breakfast program will be effective SY 2014.

The online training modules will be used to teach CNP managers, cashiers and directors how to recognize and become proficient at claiming reimbursable meals for breakfast and lunch based on the new meal pattern requirements. This format will allow approximately 1,499 CNP managers, 2000 cashiers, 158 CNP directors of public schools, plus private school and RCCI CNP Staff to be trained.

1.02 Anticipated Time Table

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>November 9, 2012</td>
<td>Proposal Submission Date</td>
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<tr>
<td>November 13, 2012</td>
<td>Bid Opening</td>
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<tr>
<td>December, 10 2012</td>
<td>Contract Awarded (Date dependent on Contract Review Committee meeting)</td>
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<td>January 1, 2013</td>
<td>Submit proposed didactic component for modules</td>
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<td>February 1, 2013</td>
<td>Submit proposed educational materials; this will coincide with online modules</td>
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<tr>
<td>February 15, 2013</td>
<td>Meet with state staff to finalize training materials for testing with select CNP staff</td>
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<tr>
<td>April 15, 2013</td>
<td>Submit final materials for placement on website; also submit a hardcopy on a CD</td>
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</tbody>
</table>
1.03 Submission of Requests

Applications must be received no later than 5:00 p.m. on Friday November 9, 2012. Clearly mark the envelope RFP #ALSDE2013-02. The application including four copies with original signatures of the proposal shall be received by:

June Barrett, Program Coordinator
Alabama Department of Education
50 N. Ripley Street, Room 5301
Montgomery, AL 36104
Telephone 334-242-1988
Email: jbarrett@alsde.edu

1.04 Rejection of Response

The ALSDE reserves the right at any time and for any reason to cancel this RFP. The ALSDE reserves the right to reject any and all applications received as a result of this RFP. The ALSDE accepts no obligation for costs incurred by an applicant in preparing or submitting a response to the RFP.

1.05 Application Evaluation

An Evaluation Team composed of representatives of the State of Alabama Child Nutrition Program will review the proposals. The criteria listed below will be used to evaluate the proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of this RFP.

Total budget proposal shall not exceed $100,000. Proposals above $100,000 will not be considered.

Evaluation Criteria:

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<th>Criteria</th>
<th>Points</th>
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<tbody>
<tr>
<td>Qualifications, experience, and references</td>
<td>35</td>
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<tr>
<td>Budget Proposal</td>
<td>30</td>
</tr>
<tr>
<td>Detailed description of deliverables</td>
<td>35</td>
</tr>
</tbody>
</table>

Best and Final Offers:
The State may either accept a Contractor’s initial proposal by award of a contract or enter into discussions with Contractors whose proposals are deemed to be reasonably acceptable of being considered for award. After discussions are concluded, a Contractor may be allowed to submit a “Best and Final Offer” for consideration.
The ALSDE will make all decisions regarding evaluation of the RFP. The ALSDE reserves the right to judge and determine whether a request is compliant with and has satisfactorily met the requirements of the RFP. The ALSDE reserves the right to waive technical defects if, in its judgment, the interest of the ALSDE so requires. At the ALSDE's request and discretion, RFP revisions may be permitted after submission, but before selection. Any further information disclosed about the RFP during this process will be provided to all applicants.

For the purpose of verifying the contents of the applications, the ALSDE may request additional information, staff interviews, and content presentations. Discussions may be conducted with applicants that submit RFPs determined to be reasonably suitable of being selected for the purpose of clarifying and assuring full cooperation in meeting these terms is required. The ALSDE reserves the right to reject at its sole discretion the proposals it deems non-cooperative applications. No decision will be made as to the awarding of the RFP at the bid opening.

1.06 Conditions and Terms

Contract Terms:
The contract resulting from this RFP is non-renewing and shall commence on award date December 10, 2012, with the completion of the online training modules no later than April 15, 2013.

Responses should reference each element in the RFP by number on the cover of each copy and be arranged in the same sequence. On each of the four copies submitted, there should be an original signature of the official authorized to bind the organization on the cover. Responses that fail to be submitted by the deadline will be rejected. All fees and costs are to be stated in United States currency. Only requests in English will be accepted. Respondents must reply to each element of the RFP.

Section 2.00 Scope

2.01 Scope of Provider’s Work and Responsibilities

The contractor is responsible for the following activities and products:

- Work with Alabama SDE CNP staff to choose materials to fit workshop objectives using format identified below.
- Develop online training modules covering the following: introduction and implementation timeline of new meal pattern, breakfast meal pattern changes, lunch meal pattern changes, fruits and vegetables (including vegetable subgroups), meat/meat alternate, grains, milk, sodium, single and multiple menu options for age/grade groups, offer vs serve (OVS), and the food based menu planning (FBMP) approach.
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- Educational materials will be developed to coincide with on-line modules.
- Development of online program evaluation tool.
- Development of a completion certificate.
- Test and evaluate modules with target groups to ensure effectiveness of modules and materials.

**Online Training Module Format:**

Each online module will provide didactic and/or real life scenarios using the format below. These are only suggestions and should be considered as such in the development of the RFP.

<table>
<thead>
<tr>
<th>Module</th>
<th>Didactic</th>
<th>Education Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction and Implementation Timeline for New Meal Pattern (Module 1)</td>
<td>History of HHFKA&lt;br&gt;Introduction to 2010 Dietary Guidelines for Americans</td>
<td></td>
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<tr>
<td>Changes to Breakfast Meal Pattern (Module 2)</td>
<td>New meal pattern</td>
<td></td>
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<tr>
<td>Changes to Lunch Meal Pattern (Module 3)</td>
<td>New meal pattern</td>
<td></td>
</tr>
<tr>
<td>Fruits, Vegetables, and Vegetable Subgroups (Module 4)</td>
<td>Daily lunch and breakfast servings for fruit (min and max amount to be served)&lt;br&gt;Fruit and fruit juice product requirements&lt;br&gt;Daily lunch servings for vegetables (min and max amount to be served)&lt;br&gt;Vegetable subgroups (what vegetable fits into the subcategories; min and max amount to be served)&lt;br&gt;Vegetable preparation methods</td>
<td></td>
</tr>
<tr>
<td>Meat/Meat Alternate (Module 5)</td>
<td>Daily and weekly requirements for lunch only&lt;br&gt;Variety of meat/meat alternate encouraged&lt;br&gt;Tofu and soy yogurt allowable as meat alternate</td>
<td></td>
</tr>
<tr>
<td>Grains (Module 6)</td>
<td>Criteria of a whole grain per USDA&lt;br&gt;Daily and weekly serving of grains at breakfast&lt;br&gt;Meat/meat alternate substitution rule&lt;br&gt;Daily and weekly serving ranges of grains at lunch&lt;br&gt;Timeline for changing to 100% whole grains</td>
<td></td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Topic</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fluid Milk (Module 7)</td>
<td>Allowable milk options&lt;br&gt;Must offer at least 2 choices&lt;br&gt;Standards for milk substitutes&lt;br&gt;USDA guidance&lt;br&gt;Milk and OVS</td>
</tr>
<tr>
<td>Food Dietary Specifications (Module 8)</td>
<td>Weekly average requirements (calories, sodium, saturated fat)&lt;br&gt;Calorie ranges&lt;br&gt;Saturated fat&lt;br&gt;Sodium reduction (timeline to include target 1, target 2, target 3)&lt;br&gt;Trans fat</td>
</tr>
<tr>
<td>Sodium (Module 9)</td>
<td>Target 1&lt;br&gt;Target 2&lt;br&gt;Target 3&lt;br&gt;Decrease sodium with the use of herbs and spices&lt;br&gt;The need for industry reformulation of products</td>
</tr>
<tr>
<td>FBMP and Grade Groups (Module 10)</td>
<td>Traditional Food Based Menu Planning&lt;br&gt;Grade Groups (k-6, 6-8, 9-12)</td>
</tr>
<tr>
<td>OVS and Recognition of a Reimbursable Meal (Module 11)</td>
<td>What constitutes a reimbursable meal for breakfast and lunch&lt;br&gt;Cashier training for recognition of a reimbursable meal&lt;br&gt;Definition of OVS and For Choice&lt;br&gt;Requirement for reimbursable meal serving line layout utensils</td>
</tr>
</tbody>
</table>

- Bidder must be experienced working with entire state data systems.
- Bidder must be available to demonstrate program if requested to do so at the Gordon Persons Building, Montgomery, Alabama.
- System must be able to export and import data in delimited format.
- System must be web-based using standard browsers.
- Bidder must create a customized interface tailored for the requirements of the system.
- System interface must be consistent with the design, look, and feel of the portal.
- System must keep all information active from initial date of use through the life span of the individual user.
• System must be accessible from a variety of platforms (Windows 2000 up, Macintosh 10.1 up).
• System must use the system designated unique participant identification number for each student with a secure, separate logon and password.

Management System

• Allows participants to view completed modules.
• Allows district/state administrators to view participants’ information.
• Provides participants access from other locations.
• Provides regularly scheduled software updates and security updates as needed at no additional costs.
• Has data security which allows participant access to only his/her profile; allows specified administrators access to data to create reports; complies with FERPA.

Training and Support

• Provide training, on-site technical and administrative support.
• Provide ALSDE assistance with marketing product throughout state to all districts.
• Develop a training schedule for schools in all 67 counties.

2.02 Scope of Alabama State Department of Education’s Work and Responsibilities

Specific responsibilities of the ALSDE are stated below:
• Identify contact person(s) at the ALSDE who will work closely with the vendor to ensure that operations flow smoothly without interruption to applicant services.

Section 3.00 General Requirements

3.01 Requirements of Proposal

The contractor must provide the following mandatory information. Failure to provide this information will be cause for the proposal to be rejected. Qualifications and experience as well as cost will be evaluated for contract award. The proposal may be submitted under the same cover with Contractor Requirements and Cost Proposal in two distinct sections. E-verify information with the RFP is required.

Contractor Qualification and Experience:
Describe your qualifications and experience providing similar services as required in this RFP. Resume should be included that contain education, experience, and license/or certifications for project manager and all staff. Preference will be given to bidders with experience writing CNP materials for over five years.
Contractor Organization:
Describe your organizational structure and explain how your organization qualifies to be responsive to the requirements of this RFP.

References:
The contractor shall provide a minimum of three (3) trade references including names or persons who may be contacted, position of person, addresses, and phone numbers where similar training to that described in this RFP have been conducted.

Vendor Number:
Be registered with The Alabama Department of Finance, Division of Purchasing as a State Vendor.

E-Verify:
The contractor must complete the affidavit for business entity/employer/contractor. Verification of enrollment in E-Verify should be presented on the form found in Appendix A and included with the RFP.

Cost Proposal:
The contractor shall submit a cost proposal in addition to other required information. Cost proposal should include costs to develop materials and execute the online training modules. Cost proposal should be presented on the form found in Appendix B.

Part I is the cover letter that shall serve as the first page of the applicant’s proposal. The contractor shall complete the cover letter and attach it to the application in response to the RFP.

Part II shall provide satisfactory evidence of the vendor’s capability to coordinate the types of activities and to provide the services described in the RFP in a timely manner. Special attention should be given to the discussion of qualifications. The discussion shall include a description of the vendor’s background and relevant experience as related to the required activities in the RFP.

Part III of the request shall provide a detailed plan describing how the services will be performed to meet the requirements of the RFP. The description shall encompass the requirements of this RFP. The application must be prepared and organized in a clear and concise manner that is easily understandable.

Part IV shall include the fee structure and pricing for the training modules.

3.02 Procedures for Delivery Of Request For Proposals

Training Logistics:
The contractor will develop online training modules that will be used to train CNP directors, cashiers, and managers which can be either in a group workshop setting or webinar which can be a self-paced tutorial. This format will allow a large group of employees, approximately 1,499 CNP managers, 2,000 CNP cashiers, and 158 CNP directors, to be adequately trained on the new meal pattern requirements at group workshops.

Registration for the online training modules will be handled by the State Agency. The computer module will need a login screen and participants will be assigned user names and passwords. The online program will keep record of the participants and modules completed. Printable certificates will be available once the module has been successfully completed.

Program Materials:
Contractor will develop training materials based on United States Department of Agriculture (USDA) HHFKA 2010 meal pattern guidelines for breakfast and lunch. The materials will be made available online. Any printing necessary will be handled by the participant and by the SA for group training. All materials developed by the contractor will become property of the Alabama State Department of Education and USDA.

Presentation Documents:
All deliverables will be presented in an online electronic format using Microsoft Word and Microsoft PowerPoint; the training modules will be available via an online website for participants to download and print. The State Agency will have a hardcopy of all material on a CD/jump drive. Materials will be written in Microsoft Word 2007 to allow changes to the training module to be updated when changes to USDA regulations and guidance occurs.

Point of Contact:
All questions should be directed to June Barrett, Program Coordinator, Child Nutrition Programs, as specified in the Contact Information section of this document.

Cost of Proposal:
ALSDE shall not be responsible or liable for any costs incurred by the Contractor in the preparation and submission of the proposal.

Confidentiality:
All information contained in the RFP is considered to be the exclusive property of ALSDE. Recipients of this RFP are not to disclose any information contained within the RFP unless such information is publically available. This RFP is provided for the sole purpose of allowing Contractors to respond to these specifications.

Rejection of Proposal:
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ALSDE reserves the right to reject any or all proposals which are deemed to be non-responsive, late in submission, or unsatisfactory in any way. ALSDE shall have no obligation to award a contract for work, goods and/or services as a result of this RFP.

Planning Meetings  
Two planning meetings will be scheduled in Montgomery AL; one at the time the contract is first awarded in December 2012, and another in late January 2013 at the estimated mid-point of project completion.

Sub-Contractor Disclosure:  
If the execution of work to be performed by your company requires the hiring of Sub-Contractors, you must clearly state this in the bid response and provide qualification for such individuals. Sub-Contractors must be identified and the services they will provide or work they will perform must be clearly defined. ALSDE will not refuse a proposal based upon use of a Sub-Contractor; however, ALSDE retains the right to refuse the Sub-Contractor you have selected. Contractor and associated personnel shall remain solely responsible for the performance of all work, including work that you sub-contracted.

Describe your rationale for utilizing Sub-Contractors; including relevant past experience partnering with stated Sub-Contractor(s). Documents for E-verification of subcontractors are the sole responsibility of the contractor.

Other:  
ALSDE reserves the right to conduct discussions with potential Contractors in order to clarify information contained in their proposals.

No later than 5:00 p.m. on November 9, 2012, four copies with original signatures of the proposal shall be received by:

June Barrett, Program Coordinator  
Alabama Department of Education  
50 N. Ripley Street, Room 5301  
Montgomery, AL 36104  
Telephone 334-242-1988  
Email: jbarrett@alsde.edu

Parties submitting a proposal are responsible for ensuring that it is delivered by the deadline to the designated place. No faxed or e-mailed proposals will be accepted. The proposal must be signed by an official authorized to legally bind the vendor to the information provided. Applications received after the deadline will be considered late and will not be considered for review.
3.03 Signed Cover Letter

The cover letter must be signed by an official authorized to legally bind the applicant. It will state that the applicant is a legal entity that will meet the specifications. The cover letter must accompany the submitted application. The letter accompanying the application must have original signatures and must include contact numbers and e-mail addresses for the authorized official signing the letters.

3.04 Executive Summary

An executive summary is required. This summary will condense and highlight the contents of the vendor’s application.

3.05 Disclaimer Notice

The ALSDE will not be liable for any costs associated with the preparation of proposals or negotiations of a contract incurred by any party.

3.06 Selection Process

Final selection of the career planning system will not be based on cost alone. A primary determinant will be the ability of the career planning system to support the goals and strategies found in Alabama 2020. The vendor product will be evaluated primarily on the scope of the activities linked to associated costs. RFPs will be reviewed to ascertain that minimum requirements have been met. Each responding vendor may be invited to present its proposal to an ALSDE committee as part of the consideration process in December 2012. All expenses associated with any possible presentation if asked shall be incurred by the vendor. A respondent’s inability or refusal to provide a presentation if asked may be cause for rejection of the proposal. The ALSDE reserves the right to conduct discussions with potential vendors in order to clarify information contained in their proposals, but the ALSDE has no obligation to do so.

3.07 Assurance

The applicant will be responsible for adherence to all state and federal laws and regulations.

3.08 CRITERIA AND EVALUATION OF PROPOSALS

An evaluation committee composed of ALSDE staff and possible other external readers will assess the proposals and score each submission according to the criteria listed below

Evaluation Criteria:
Qualifications, experience, and references 35 pts
Budget Proposal 30 pts
Detailed description of deliverables 35 pts

Best and Final Offers:
The State may either accept a Contractor’s initial proposal by award of a contract or enter into discussions with Contractors whose proposals are deemed to be reasonably acceptable of being considered for award. After discussions are concluded, a Contractor may be allowed to submit a “Best and Final Offer” for consideration.

Method of Payment:
Reimbursement will be made in two payments based on deliverables. The first payment will cover the cost of development and be paid upon satisfactory completion of deliverables and invoice receipt. Invoice should be received no later than March 1, 2013 for payment one. The second payment will be made upon satisfactory completion of online training modules and receipt of invoice at the completion of workshops. Invoice should be received no later than May 15, 2013 for payment two.
BID QUOTATION SUMMARY

Vendor’s Name ___________________________________________________________

Signature of Company Official ____________________________________________

Address ______________________________________________________________

Telephone and Fax Number ______________________________________________

<table>
<thead>
<tr>
<th>Item</th>
<th>Price Per Item</th>
<th>Estimated Price</th>
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Total Estimated Program Pricing

15
Section 4.00 Availability of Funds

It is expressly understood and agreed that the obligations of the ALSDE to proceed is conditioned upon the continued availability of funds that may be expended for these purposes.

Section 5.00 General Terms and Conditions

5.01 Governance

This RFP and its terms shall be governed and construed according to the laws of the State of Alabama. Any dispute arising out of this RFP shall be brought in the State of Alabama, with venue in Montgomery County, Alabama. Applicants agree to comply with all applicable federal and state laws and regulations.

5.02 Immigration

Alabama’s laws require that, as a condition for the award of a contract to a business entity or employer with one or more employees working in Alabama, the business entity or employer must provide documentation of enrollment in the E-Verify program. The contractor’s E-Verify Memorandum of Understanding (“MOU”) and a certification statement must be submitted before this contract may be awarded. An entity can obtain the E-Verify MOU upon completion in the E-Verify enrollment process located at the federal web site www.uscis.gov/everify. The Alabama Department of Homeland Security (http://immigration.alabama.gov) has also established an E-Verify employer agent account for a qualifying business entity or employer with 25 or fewer employees that will provide a participating business entity or employer with the required documentation of enrollment in the E-Verify program. An Employer Identification Number (EIN), also known as a Federal Tax Identification Number, is required to enroll in E-Verify or to establish an E-Verify employer agent account.

A vendor that will not comply with Alabama’s law regarding E-Verify cannot be awarded a contract. Please note that this requirement may change pursuant to guidance from the Alabama Attorney General’s office or pursuant to court order. If you do not believe these requirements are applicable to your entity, include an explanation justifying such exemption.

5.03 Conflict of Interest

The applicant attests that no employee, officer, or agent of the applicant shall participate in the selection, award, or administration of a contract if a real or apparent conflict of interest would be involved. A conflict would arise when the employee, officer, agent, any member of his or her immediate family, his or her partner, or an organization which
employs or is about to employ any of the parties indicated herein has a financial or other interest in the organization selected for an award. The officers, employees, and agents of the applicant, if selected as the career planning system vendor, shall neither award nor offer gratuities, favors, nor anything of monetary value from contractors or subcontractors.

5.04 Discrimination

No person shall be denied employment, be excluded from participation in, be denied the benefits of, or be subjected to discrimination in any program or activity on the basis of disability, gender, race, religion, national origin, color, age, genetic information, or any other category protected under the law. Ref: Sec. 1983, Civil Rights Act, 42 U.S.C.; Title VI and VII, Civil Rights Act of 1964; Rehabilitation Act of 1973, Sec. 504; Age Discrimination in Employment Act; the Americans with Disabilities Act of 1990 and the Americans with Disabilities Act Amendments Act of 2008; Equal Pay Act of 1963; Title IX of the Education Amendment of 1972; Title II of the Genetic Information Nondiscrimination Act of 2008. Title IX Coordinator, P.O. Box 302101, Montgomery, Alabama 36130-2101 or call (334) 242-8165.

Section 6.00 Inquiries

Any questions regarding this RFP should be directed by e-mail on or before 5:00 p.m., November 9, 2012, to

June Barrett, Program Coordinator
Alabama Department of Education
50 N. Ripley Street, Room 5301
Montgomery, AL 36104
Telephone 334-242-1988
Email: jbarrett@alsde.edu